### LOKESH KHANDELWAL

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# **Key Skills Dealer Management Business Development** Strategic Sales Training & Development Strategic Alliances & Partnerships Retail Finance **Special Projects Brand Management**

#### SALES / MARKETING / BUSINESS DEVELOPMENT / STRATEGIC MARKETING

Strengthening companies to lead in competitive markets with comprehensive knowledge of automotive industry **Location Preference: RAJASTHAN** 

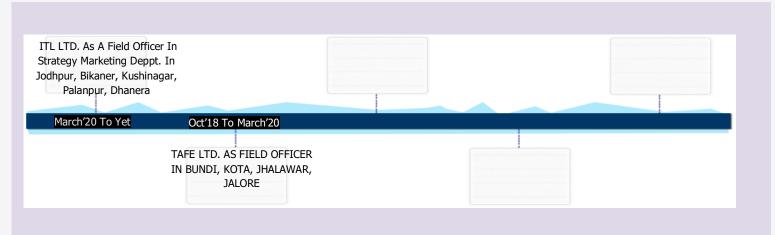


### Profile Summary

- Enterprising leader with over 2 Years of success in evaluating client requirements & delivering solutions to Sales, Marketing, Business Development and market strategy environment with automobile industry
- Explored business opportunities with capability of building high-performance teams and developing successful new markets that enables higher-margin revenue
- Proficiently managed major sub-dealers & branches of the region with focus on increasing business by providing them complete strategic and operational assistance
- Adaptable with a commendable path of professional development with promotions, awards & recognitions throughout career
- Goal-oriented with innovative ideas to attain business objectives

## **A** Career Timeline

**Product Management** 





- B.Tech(MECHANICAL ENGINEERING) from ACEIT, Jaipur(RTU, KOTA) in 2018 with 69.9%
- Senior secondary from S.S. Jain Subodh, Jaipur with 67%
- Secondary from SDBS, Jaipur with 62%



#### **Deputations Handled:**

• Field Officer (Strategy Marketing)

Field Officer( Sales and Marketing )

#### Since March'20 with International Tractor Ltd.

#### **Regions Worked Upon:**

Jodhpur, Bikaner (Raj.), Palanpur, Dhanera (Gujrat), Kushinagar(U.P.)

#### **Key Result Areas:**

- Exploring Marketing Strategy of Competition Dealer
- Survey of Competition dealership for their views of ITL tractor
- Analysis of ITL Dealer SWOT
- Analysis of Mechanics specialization in open market and their views
- Survey with ITL and Competition C
- Conceptualizing innovative promotions to enhance brand visibility in coordination with the marketing team & external agencies
- Building product visibility, reviewing & interpreting market response to facilitate product improvement towards the growth of the organization
- Identifying & improving low market share clusters based on RTO data

#### Since Oct'18 with TAFE Limited

#### **Regions Worked Upon:**

Rajasthan (Bundi, Kota, Jhalawar, Jalore)

#### **Key Result Areas:**

- Exploring potential business avenues & managing direct sales operations for achieving the business target
- Establishing dealer growth models to frame dealer and network performance targets
- Building marketing platforms and assisting marketing teams
- Conceptualizing innovative promotions to enhance brand visibility in coordination with the marketing team & external agencies
- Working on TAFE Sales Management System (TPMS), Demand Planner and so on
- Building product visibility, reviewing & interpreting market response to facilitate product improvement towards the growth of the organization
- Liaising with bankers to obtain retail finance for products along with reduction in retail cycle time
- Identifying & improving low market share clusters based on RTO data
- Tracking & enhancing lead conversion with proper team handeling
- Introducing challenging competitions such as Open Challenges, Demonstrations and so on to foster a dynamic and competitive working environment

#### Corporate achievement's:

- Gained **9.8% Delivery Market share** in BUNDI, RAJASTHAN District from 7.5% Market share of total district industry (April18-November19).
- Established MF7250 Series in Khanpur (Jhalawar) and Bundi District.
- Project Sampark,MID,Sampark meet & Demonstration successfully executed in Bundi, Kota, Jhalawar, Jalore and to drive out numbers.
- As a field officer till now done 260+ Actual activities out of this delivered 160+ tractors through these activities
- Scouting of New dealer (Kota) and TTS of Bundi with Help of TM and AM
- Overall Champion award in Auto India Racing Championship Go kart event.
- 1st Auto Cross and Skid Pad winner award in GO Karting at India level
- Mr. Designer of the year award 2018
- Guiness book of the world record in longest contra chain 2012





- 45 Working Days Practical Training from Super thermal power plant, Kota
- 24 month practical worked for IAC motors as a Sen. Designing Engineer
- 3 Days training workshop of IC Engine in IIT Delhi by Robosapiens



Personal Details

Skilled in MS Word, Excel, PowerPoint, Internet and E-mail Applications

Date of Birth: 17<sup>th</sup> Oct 1997

Languages Known: English, Hindi & Rajasthani

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